


# Introducing the freshest menthol you've ever smoked.



Exclusive "Fresh-Lock"  
pack seals in the freshest  
menthol flavor ever.

We created a menthol cigarette so  
rich, so fresh tasting, we didn't want  
to lose any of that freshness.

So we designed a whole new kind of  
pack. Double wrapped. A pack within  
a pack to lock in freshness. To lock in  
flavor. To lock in menthol.

Try Raffles and be convinced. This is the  
freshest menthol you've ever smoked.

**Absolutely, positively menthol.**

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

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